

BONNER COUNTY FAIR

SINCE 1927



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SPONSORSHIP PACKET

AUGUST 19-22, 2020



BONNER COUNTY FAIR & RODEO 2020

Fair Sponsorship Levels



BENEFITS	PEWTER \$99+	BRONZE \$250+	SILVER \$500+	EMERALD \$750+	GOLD \$1,000+	RUBY \$1,500+	PLATINUM \$2,500+	DIAMOND \$5,000+	TITANIUM \$10,000+
Your business name listed in the 2020 Fair Book	X	X	X	X	X	X	X	X	X
Business Name Listed on Fair Website	X	X	X	X	X	X	X	X	X
Fair Sponsor Dinner Tickets (# of Tickets Depends on Package)	X	X	X	X	X	X	X	X	X
Fair Sponsor Drink Tickets (# of Tickets Depends on Package)	X	X	X	X	X	X	X	X	X
Tickets to Thursday's Concert Main Event (# Depends on Package)	X	X	X	X	X	X	X	X	X
Ad in PRCA Rodeo Program, Challenge of Champions Program & Fair Book (Ad Size depends on Package Level)		X	X	X	X	X	X	X	X
Tickets to Challenge of Champions Bull Riding During Fair (# Depends on Package)		X	X	X	X	X	X	X	X
Tickets to Demolition Derby (# Depends on Package)		X	X	X	X	X	X	X	X
VIP Parking Passes (# Depends on Package)			X	X	X	X	X	X	X
Banner on Outdoor Arena Fence during Rodeo			X	X	X	X	X	X	X
Tickets to PRCA Rodeo (# Depends on Package)				X	X	X	X	X	X
Rodeo Sponsor Dinner & Drink Tickets (# of Tickets Depends on Package)				X	X	X	X	X	X
Banner on Outdoor Arena Fence during Rodeo					X	X	X	X	X
Recognition by Announcer during Events (# of times depends on package)					X	X	X	X	X
Link to your Business on Fair Website and Fair Facebook Page					X	X	X	X	X
Business Feature (with photo & link) and Description on Fair Facebook Page						X	X	X	X
Banner Displayed on or near Bucking Chutes during Rodeo & COC Bulls							X	X	X
Full Page Ad in PRCA Rodeo Program, Challenge of Champions Program & Fair Book							X	X	X
Flag to be carried in all Grand Entries by Horseback (Challenge of Champions Bull Riding & PRCA Rodeo)								X	X
Banner on Outside Fence Near Ticket Booth								X	X
Logo on Pre-Printed Event Ticket								X	X
Full Page Ad on the Inside Front or Back Cover of the Fair Book									X
8x8 Fair Booth Space Inside Main Exhibit Building during Fair Week (if desired)									X
Special 'Behind-The-Scenes' Experience at Challenge of Champions Bull Riding									X
Exclusivity – Only one Titanium Sponsorship Offered									X

Thank you for being part of the legacy of the Bonner County Fairgrounds, serving Bonner County since 1927!



TITANIUM SPONSOR

\$10,000+

First-Come, First-Served
(Only one Titanium Sponsorship Offered)

Sponsorship Benefits:

- Exclusivity as The Fair's official 2020 Sponsor - only one Titanium Sponsorship offered
- Special 'Behind-The-Scenes' Experience at Challenge of Champions Bull Riding Event
- 8x8' Fair Booth Space inside Main Exhibit Building to promote your business
- Full Page COLOR Ad on Inside Front or Back Cover of Fairbook
- Logo on Pre-Printed Event Tickets for all Fair Week Events
- Banner on Outside Fence near Ticket Booth (Provided by Bonner County)
- Flag to be carried in all Grand Entries by Horseback (Provided by Bonner County) (Challenge of Champions Bull Riding event, as well as the PRCA Rodeo)
- Banner Displayed on or near Bucking Chutes during Rodeo & COC Bull Riding events (Provided by Bonner County Fair)
- Business Feature (with photo & link) and Description on Fair Facebook Page
- Link to your business on Fair Website and Fair Facebook Page
- Recognition by Announcer 5x (or more) at each of the Fair's Main Events
- 10 Rodeo Sponsor Dinner Tickets (Saturday, Aug. 15th, 2020)
- 10 Rodeo Sponsor Drink Tickets (Saturday, Aug. 15th, 2020)
- 10 Tickets to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 10 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 10 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 10 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 10 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 10 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your FULL PAGE Ad in PRCA Rodeo Program, Challenge of Champions Bull Riding Program, & Daily Entertainment Schedule during Fair Week
- 10 VIP Parking Passes for PRCA Rodeo & All Fair Week Events



DIAMOND SPONSOR

\$5,000+

Sponsorship Benefits:

- Logo on Pre-Printed Event Tickets for all Fair Week Events
- Banner on Outside Fence near Ticket Booth (Provided by SPONSOR - Recommend 3' x 6')
- Flag to be carried in all Grand Entries by Horseback (Provided by Bonner County) (Challenge of Champions Bull Riding, as well as the PRCA Rodeo)
- Full Page COLOR Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fairbook
- Banner Displayed on or near Bucking Chutes during PRCA Rodeo & COC Bull Riding (Provided by Bonner County)
- Business Feature (with photo & link) and Description on Fair Facebook Page
- Link to your business on Fair Website and Fair Facebook Page
- Recognition by Announcer 4x at each of the Fair's Main Events
- 5 Rodeo Sponsor Dinner Tickets (Saturday, Aug. 15th, 2020)
- 5 Rodeo Sponsor Drink Tickets (Saturday, Aug. 15th, 2020)
- 5 Tickets to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 8 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 8 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 8 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 8 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 8 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Business Logo Featured on the Daily Entertainment Schedule During Fair
- 5 VIP Parking Passes for PRCA Rodeo & All Fair Week Events



PLATINUM SPONSOR

\$2,500+

Sponsorship Benefits:

- Flag to be carried in Grand Entry by Horseback during Fair Week COC Bull Riding (Provided by Bonner County Fair)
- Flag to be carried in Grand Entry by Horseback during PRCA Rodeo*** (If sponsor chooses to allocate \$1,000 specifically towards Rodeo)
- Banner Displayed on or near Bucking Chutes during Rodeo & COC Bull Riding events (Provided by Sponsor - Recommend 3' x 6')
- Business Feature (with photo & link) and Description on Fair Facebook Page
- Link to your business on Fair Website and Fair Facebook Page
- Recognition by Announcer 3x at each of the Fair's Main Events
- 4 Rodeo Sponsor Dinner Tickets (Saturday, Aug. 15th, 2020)
- 4 Rodeo Sponsor Drink Tickets (Saturday, Aug. 15th, 2020)
- 4 Tickets to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 6 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 6 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 6 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 6 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 6 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fair Book (1/2 Page Color)
- 4 VIP Parking Passes for all PRCA Rodeo & All Fair Week Events



RUBY SPONSOR

\$1,500+

Sponsorship Benefits:

- Flag to be carried in Grand Entry by Horseback during Fair Week COC Bull Riding event (Provided by Bonner County)
- Flag to be carried in Grand Entry by Horseback during PRCA Rodeo*** (If sponsor chooses to allocate \$1,000 specifically towards Rodeo)
- Banner Displayed on Outdoor Arena Fence during PRCA Rodeo & all Fair Week Events (Provided by Sponsor - Recommend 3' x 6')
- Business Feature (with photo & link) and Description on Fair Facebook Page
- Link to your business on Fair Website and Fair Facebook Page
- Recognition by Announcer 2x at each of the Fair's Main Events
- 3 Rodeo Sponsor Dinner Tickets (Saturday, Aug. 15th, 2020)
- 3 Rodeo Sponsor Drink Tickets (Saturday, Aug. 15th, 2020)
- 3 Tickets to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 5 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 5 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 5 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 5 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 5 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fair Book (1/2 Page B&W)
- 3 VIP Parking Passes for all PRCA Rodeo & All Fair Week Events



GOLD SPONSOR

\$1,000+

Sponsorship Benefits:

- Flag to be carried in Grand Entry by Horseback during Fair Week COC Bull Riding (Provided by Bonner County)
- Banner Displayed on Outdoor Arena Fence during PRCA Rodeo & all Fair Week Events (Provided by Sponsor - Recommend 3' x 6')
- Link to your business on Fair Website and Fair Facebook Page
- Recognition by Announcer 1x at each of the Fair's Main Events
- 2 Rodeo Sponsor Dinner Tickets (Saturday, Aug. 15th, 2020)
- 2 Rodeo Sponsor Drink Tickets (Saturday, Aug. 15th, 2020)
- 2 Tickets to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 4 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 4 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 4 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 4 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 4 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fairbook (1/4 Page Color)
- 2 VIP Parking Passes for all Fair Week Events



EMERALD SPONSOR

\$750+

Sponsorship Benefits:

- Banner Displayed on Outdoor Arena Fence during all Fair Week Events (*excludes PRCA Rodeo) - (Provided by Sponsor - Recommend 3' x 6')
- Your Business Name Listed as a 2020 Sponsor on Fair Website
- Your Business Name Listed as a 2020 Sponsor in the Fair Book
- 1 Rodeo Sponsor Dinner Ticket (Saturday, Aug. 15th, 2020)
- 1 Rodeo Sponsor Drink Ticket (Saturday, Aug. 15th, 2020)
- 1 Ticket to PRCA Rodeo Saturday Night Performance (Saturday, August 15th, 2020)
- 3 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 3 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 3 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 3 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 3 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fair Book (1/4 Page B&W)
- 2 VIP Parking Passes for All Fair Week Events



SILVER SPONSOR

\$500+

Sponsorship Benefits:

- Banner Displayed on Outdoor Arena Fence during all Fair Week Events (*excludes PRCA Rodeo) - (Provided by Sponsor - Recommend 3' x 6')
- Your Business Name Listed as a 2020 Sponsor on Fair Website
- Your Business Name Listed as a 2020 Sponsor in the Fair Book
- 2 Tickets to the Demolition Derby (Saturday, August 22nd, 2020)
- 2 Tickets to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 2 Tickets to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 2 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 2 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fair Book (1/8 Page Color)
- 1 VIP Parking Pass for All Fair Week Events



BRONZE SPONSOR

\$250+

Sponsorship Benefits:

- Your Business Name Listed as a 2020 Sponsor on Fair Website
- Your Business Name Listed as a 2020 Sponsor in the Fair Book
- 2 Ticket to the Demolition Derby (Saturday, August 22nd, 2020)
- 2 Ticket to the Challenge of Champions Bull Riding (Fri, Aug. 21st, 2020)
- 2 Ticket to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 2 Fair Sponsor Dinner Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 2 Fair Sponsor Drink Tickets to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- Your Ad in PRCA Rodeo Program, Challenge of Champions Program, & Fair Book (1/8 Page B&W)

PEWTER SPONSOR

\$99+

Sponsorship Benefits:

- Your Business Name Listed as a 2020 Sponsor on Fair Website
- Your Business Name Listed as a 2020 Sponsor in the Fairbook
- 1 Ticket to Thursday's Fair Week Concert Main Event (Thurs, Aug. 20th, 2020)
- 1 Fair Sponsor Dinner Ticket to Thursday Night Fair Sponsor Dinner (Aug. 20th)
- 1 Fair Sponsor Drink Ticket to Thursday Night Fair Sponsor Dinner (Aug. 20th)



U-PICK CUSTOM SPONSORSHIP

\$250 - \$4,000+

Do you have a favorite department, exhibit, or attraction at the Fair? Customize your sponsorship! This sponsorship is a great way to connect your business to supporting the Fair while providing direct services to departments or Fairgoers. Here are some ideas below; work with us to determine the perfect custom sponsorship for YOU!

U-Pick Custom Sponsorship Ideas:

- FAIR "DAY" SPONSOR - Your Company's Logo as the Main Sponsor for a particular day of the week during Fair. Sponsorship Prices are as follows:
 - WEDNESDAY - \$2,500 (you will also get all of the benefits of a RUBY Sponsor)
 - THURSDAY - \$2,500 (you will also get all of the benefits of a RUBY Sponsor)
 - FRIDAY - \$3,500 (you will also get all of the benefits of a PLATINUM Sponsor)
 - SATURDAY - \$4,000 (you will also get all of the benefits of a PLATINUM Sponsor)
- Barrel Racing Sponsor - \$2,000 - Your Company will be recognized as the Main Sponsor of the Barrel Racing during Fair Week (you will also get all of the benefits of a GOLD Sponsor)
- Special Contest Sponsor - \$500 (you will also get all of the benefits of a BRONZE Sponsor)
 - Some Special Contest Examples: Ice-Cream Eating Contest, Pizza-Eating Contest, Digital Photo Shoot-Out, Coloring Contest, Little Folks Horse Show, World's Smallest Rodeo, and many other contests... feel free to sponsor a new contest!
- Ranch Sorting Sponsor - \$2,000 - Your Company will be recognized as the Main Sponsor for Ranch Sorting during Fair Week (you will also get all of the benefits of a GOLD Sponsor)
- Petting Zoo Sponsor - \$250 - Your Company's Banner will be displayed at Petting Zoo
- Supplies Sponsor - \$100 - Sponsor needed items for hospitality lounge, fair volunteers, supplies, etc.
- Fair Book Sponsor - We have multiple levels of Fair Book Sponsorships. Inquire with the Fair Office for more information on being a Fair Book Sponsor!
- CUSTOM SPONSORSHIP - WE ARE OPEN TO ANY OTHER SPONSORSHIP IDEAS YOU MAY HAVE, CONTACT THE FAIR OFFICE FOR MORE ON THIS!



PRCA RODEO
AUGUST 14 & 15, 2020



FAIR CONCERT
AUGUST 20, 2020



BULL RIDING
AUGUST 21, 2020



DEMOLITION DERBY
AUGUST 22, 2020

